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Max Schling's

GARDEN MONTHLY

Vol. III, No. 3

July, 1943

Record-Breaking Season Taxed Our Facilities

With the advent of the summer season everyone of our organization from the packers to the manager experiences a feeling of relief.

For a time it looked as though it would be impossible for us to ever catch up with our orders, but by putting in an average of 72 hours weekly and with the aid of a liberal sprinkling of high school boys and girls we came through so that by the end of April our orders were being filled within a day or two after booking.

Explanations for the overwhelming season are unnecessary, Victory Gardening is the main reason, and we frankly admit that our calculations never estimated the tremendous volume that we (sic.) enjoyed (?). We feel that we owe a great many of our loyal clients an apology for the departure this past season from our usual prompt service, and we wish to thank those who patiently put up with our trials, by not insisting upon immediate deliveries or demanding that we supply items, procurement of which was impossible.

Our main concern now, prompting these closing words is: Stick to your Victory Garden to the end; make it produce its maximum; do not become discouraged by the heat, weeds or insects, remembering always that the seeds that you purchased, the food that you are producing, and the ground that you occupy are investments in our ultimate Victory.

Respectfully yours,
MAX SCHLING SEEDSMEN, Inc.

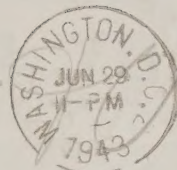
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U. S. Department of Agriculture

STRAWBERRY PLANTING TIME ~ August to October

Luscious Strawberries ~

POT GROWN for Your Complete Satisfaction



The above illustration serves to show the all-around excellence of our pot grown Strawberries. These plants will enable you to enjoy maximum satisfaction if planted properly at the proper time.

Two Outstanding New Varieties

Starbright. (Late.)

A U. S. Department of Agriculture introduction. A beautiful large glossy firm berry of excellent quality produced in abundance. 25 for \$4.00; \$14.00 per 100.

Royal Sovereign. An imported berry from England. Splendid for forcing under glass in winter. A fine June bearer outdoors. 25 for \$5.00; \$16.00 per 100.

EARLY BEARING VARIETIES:

Dorsett. Undoubtedly the most popular variety. Bright rich red. Most delicious flavor.

Premier. Uniformly big, shapely berries.

EARLY TO MIDSEASON:

Fairfax. Ripening after Dorsett. One of the best.

Marshall. Gigantic dark crimson fruits.

MIDSEASON TO LATE:

Chesapeake. Mild, non-acid and sweet.

Big Joe. Old favorite. Grows with almost no care in any soil.

LATE:

Big Late. Heavy producer. Berries held well above ground.

Gandy. Fine canning and shipping berries.

Price on Foregoing Varieties:
\$3.25 for 25; \$10.00 per 100.

EVERBEARING VARIETY:

Mastodon. Affectionately known as the Wonder Berry. Outyielding some of the best early sorts in their regular season, it continues to produce throughout summer and fall. \$4.50 for 25; \$12.50 per 100.

ORDER EARLY TO AVOID DISAPPOINTMENT

LONG BEARING

Collection

The following varieties will insure a continuous crop of Strawberries from early June until late autumn. Each variety listed has been selected by us as the best of its bearing season.

Dorsett. Extra early.

Marshall. Midseason.

Big Late. Late.

Mastodon. Everbearing.

12 of each (48 plants) .. \$ 5.50

25 of each (100 plants) .. 10.00

50 of each (200 plants) .. 18.25

All orders sent express collect. If parcel post is desired, include 35c for each order up to 100 plants; 50c per 100.



Until August for Next Year's Bloom

	Height	Time of Flowering	Color	Pkt.
Lupinus , Famous Russell Hybrids				Large pkt. \$0.75
Lupinus polyphyllus atrovioletaceus	3-4 ft.	June-July	Violet-Blue	35c;
Yellow	35c;			
Pink	25c;			
Salmon-Blue	50c;			
Deep Blue	20c;			
White	20c;			
Mixed	20c.			
* Lychnis viscaria splendens	1 ft.	June-Aug.	Crimson	.25
* Lythrum roseum superbum	3-4 ft.	July-Sept.	Rose	.15
Pentstemon , Spectabilis, Blue	4-5 ft.	June, July	Rich blue	.35
* Physostegia virginica	2 ft.	June-Sept.	Pink	.25
* Platycodon grandiflorum	2 ft.	June, July	Blue	.25
grandiflorum album	2 ft.	June, July	White	.25
Mariesi	10 in.	June, July	Lavender	.50
* Polyanthus , Giant-Flowering Mixed	6-9 in.	April-June	Mixed	.25
Poppy nudicaule (Iceland), Yellow	1 ft.	May-Sept.	Yellow	.20
nudicaule, Sunbeam Improved	1 ft.	May-Sept.	New tints	.25
nudicaule, Coonara Pink	1 ft.	May-Sept.	Rose-pink, tinted	.25
nudicaule, The Emperor	1½-2 ft.	July, Aug.	Orange	.35
nudicaule, The Empress	1½-2 ft.	July, Aug.	Salmon-rose	.35
nudicaule, Mixed		May, June	Mixed	.20
orientale, Mrs. Perry	3 ft.	May, June	Light salmon	.25
Oriental Scarlet	3 ft.	May, June	Or.-scar., bl'k spots	.15
Oriental Hybrids	3 ft.	May, June	Various shades	.15
* Primula Florindae	3 ft.	May, June	Yellow	1.00
auricula	10 in.	May, June	Mixed	.25
*veris (Cowslip)	10 in.	April, May	Yellow	.20
*vulgaris (English Primrose)	6-9 in.	April, May	Lemon-yellow	.20
Pyrethrum roseum hybridum	2 ft.	June-Sept.	Mixed	.25
roseum hybridum fl.-pl.	2 ft.	June-Sept.	Mixed	.50
Single White and Pink	2 ft.	June-Sept.	Each	.35
Rudbeckia hirta (Black-Eyed Susan)				
Newmanni	2 ft.	June-Oct.	Orange-yellow	.25
purpurea	3 ft.	July-Sept.	Purple	.25
Salvia azurea grandiflora	2 ft.	Aug., Sept.	Sky-blue	.25
farinacea	4-5 ft.	July, Aug.	Pale blue	.25
pratensis	2 ft.	June, July	Deep blue	.25
Scabiosa caucasica , Blue and White	2-3 ft.	June-Aug.	Each	.25
caucasica, Giant Hybrids, House Strain	3 ft.	June-Sept.	Lilac to dark blue	.50
Shasta Daisy , Single Alaska	2½ ft.	May-Sept.	Pure white	.15
Double	2½ ft.	May-Sept.	Pure white	.35
Sidalcea , Hemsley's New Hybrids	3 ft.	June-Sept.		.75
* Silene alpestris	6 in.	Continuous	White	.35
* Statice latifolia (Sea Lavender)	2 ft.	June, July	Bluish lavender	.25
Perennial Varieties, Mixed	2 ft.	June, July		.10
Stokesia cyanea , Blue	2 ft.	July-Oct.	Blue	.25
Sweet Rocket , Purple and White	2 ft.	May, June	Each	.15
Mixed	2 ft.	May, June	Mixed	.10
Sweet William (Dianthus barbatus)				
Schling's New Early Dwf. Flwg.				
Hyb.	10 in.	May-July	Mixed	.50
Giant Crimson	1½ ft.	May-July	Crimson	.35
Giant Newport Pink	1½ ft.	May-July	Lovely salmon-pink	.35
Giant Purple Beauty	1½ ft.	May-July	Purple	.35
Giant White	1½ ft.	May-July	White	.35
Giant Scarlet Beauty	1½ ft.	May-July	Scarlet	.35
Giant Auricula-Eyed	1½ ft.	May-July	White with varied colored eyes	.35
COLLECTION: 1 each of the above 6 varieties, \$1.85.				
Single Finest Mixed	1½ ft.	May-July	Mixed	.25
Double Finest Mixed	1½ ft.	May-July	Mixed	.35
Thalictrum dipterocarpum , 4 ft. Aug.-Sept. Rosy purple. Invaluable for border				.25
* Tunica saxifraga	1 ft.	All summer	Pink	.25
Valeriana (Garden Heliotrope)	3 ft.	June, July	Crimson	.15
Crimson and White	3 ft.	June, July	Each	.15
Veronica spicata , Blue	1½ ft.	June, July	Blue	.20
Viola cornuta, Apricot	6 in.	May to fr't	Apricot	.35
Arkwright Ruby	6 in.	May-Frost	Ruby-red	.50
Jersey Gem (Violet form)	6 in.	May to fr't	Deep blue	.75
Primrose Dame (Pansy form)	6 in.	May to fr't	Sulphur-yellow	.35
White Perfection (Violet form)	6 in.	May to fr't	White	.35
Blue Perfection (Violet form)	6 in.	May to fr't	Blue	.35
COLLECTION: 1 pkt. each of above 5 varieties, \$2.00.				
*Mixed	6 in.	May to fr't	Mixed	.25
COLLECTION: 1 pkt. each of the above 6 varieties, \$2.35.				
* Wallflower , Hardy Siberian	15 in.	Aug., Sept.	Orange	.50

PLEASE NOTE.—We ship freshly harvested seeds only of the following: All Delphinium, Annual Larkspur, Pansy and Viola. Any delay in their delivery will be well worth waiting for.

IRIS

They Lead the Beauty Parade

New Bearded Iris Aristocrats

A collection of recent introductions now at popular prices.

- California Gold.** One of the finest deep golden yellows ever introduced. 3 for \$1.25.
- Dubrovnik.** Outstandingly beautiful. Blended rose and gold. 3 for \$3.50.
- E. B. Williamson.** Glowing coppery red. Outstanding. 3 for \$2.75.
- Sable.** Almost perfectly black. Silky sheen. 3 for \$5.00.
- Wabash.** White standards, violet falls. Outstanding bicolor Iris. 3 for \$3.50.

Collection: 1 each of the 5 above varieties, \$5.50. 3 each of the 5 above varieties, \$15.00.

Established Favorite Collection

- Castalia.** A very beautiful light blue. 3 for \$1.25.
- Cheerio.** Bright red and old gold. A gorgeous combination. 3 for \$1.25.
- Eros.** Lovely large salmon-pink. Very shapely. 3 for \$1.25.
- Gudrun.** Enormous pure white; golden beard. 3 for \$1.25.
- Jean Cayeux.** Pale brown shot with gold. 3 for \$1.25.
- Alice Harding.** Soft, satiny golden yellow. 30 inches. 3 for \$1.75.

Collection: 1 each of 6 varieties, \$3.00; 3 each of 6 varieties, \$7.00.

New and Rare Collection—1942 Introductions

- Action Front.** Ochre-red, garnet-blue and yellow combination. \$8.50 each.
- Captain Weils.** Deep glossy maroon, yellow beard. \$9.00 each.
- Flamely.** A flaming red. Outstanding. \$10.00 each.
- Majenica.** Clear bright salmon-pink. \$10.00 each.
- Old Parchment.** Light creamy tan. A most beautiful flower. \$3.50 each.

Collection: 1 each of the 5 varieties, \$38.50.

Bearded Iris. Mixture. We have a choice selection of the finer standard varieties which we offer in a splendid mixture. No two alike. \$4.25 per doz.

PEONIES

For Best Results Plant Early

It is important to plant Peonies early so that the roots may begin a strong growth before hard winter sets in. While late planted Peonies produce very nicely, the difference between early and late planting is quite marked. Our tip is to plant as early in September as possible.

TWO FINE COLLECTIONS

- | | |
|--|---|
| <p>OLD FAVORITE COLLECTION</p> <ul style="list-style-type: none"> Charles McKellip. Midseason. Full deep rich crimson. \$1.00 each. Couronne d'Or. Late. Snow-white with sulphury yellow sheen. \$1.10 each. Eduis Superba. Early. Rich rose-pink, very fragrant. 95c each. Festiva Maxima. Early. Fine old favorite, pure white. \$1.10 each. Mme. Calot. Early. Flesh-pink, yellow center. \$1.10 each. Marguerite Gerard. Midseason. Enormous flower, flesh-pink. \$1.10 each. | <p>NEW AND RARE VARIETIES</p> <ul style="list-style-type: none"> Frances Willard. Late. Ivory-white center, petals edged carmine. \$1.75 each. Philippe Rivoire. Midseason. Deep rich permanent red. \$3.25 each. Primevere. Midseason. Outer row of petals sulphur-white, center canary-yellow. \$2.00 each. Solange. Midseason. Cream-white tinged buff-pink. \$2.25 each. Therese. Early. Large fluffy flowers of exquisite pale pink. \$2.25 each. |
|--|---|

Collection: 1 each of the 6 varieties, \$5.50 (value \$6.35). (This offer good until September 1st, only.) Postpaid.

Collection: 1 each of the 5 varieties, strong 2- to 3-eye roots, an \$11.50 value for \$10.50, postpaid.

Fall Flowering Bulbs - - - PLANT NOW - July to October

All of these bulbs should bloom a few months after planting. The earlier they are put in the ground the more satisfactory will be the results obtained.

- COLCHICUM.** Giant autumn-flowering Crocus. Jumbo bulbs.
 - Autumnale Major.** Giant rosy purple. 3 for \$1.55; \$4.75 per doz.
 - Autumnale Album.** Pure white. 3 for \$1.65; \$5.50 per doz.
 - Bornmuelleri.** Huge flowers. Early flowering. Rosy lilac. 3 for \$1.90; \$7.00 per doz.
- CROCUS ZONATUS.** Autumn-blooming Crocus. An unusual species with warm rosy lilac flowers accentuated by an orange-scarlet tone at the base of each flower. Each bulb usually produces several blooms. Splendid for the rock garden. \$1.25 per doz., \$9.50 per 100.
- GOLDEN CROCUS.** (Sternbergia Lutea.) By far the most satisfactory fall-blooming bulb. Masses of pure golden yellow Crocus. Foliage remains ever-green throughout the winter. \$2.00 per doz.; \$15.00 per 100.
- LYCORIS RADIATA.** (Pink Spider Lily.) Hardy south of Baltimore, and in northern sections hardy with protection. An exquisite cut flower. \$2.00 per doz.; \$13.50 per 100.
- ZEPHYRANTHES CANDIDA.** (Giant White Spider Lily.) Beautiful effects can be obtained from planting masses of these splendid bulbs. Exquisite cut flowers. \$1.00 per doz.; \$7.00 per 100.



Schling's Famous PACIFIC HYBRID Delphiniums

Our inability to import the famous English strains of Delphinium has not impaired in any degree the advances that are being made in the development of outstanding Gold Medal quality Delphiniums. The Pacific strain has definitely moved into a dominating position in the Delphinium world. Fresh 1943 harvested seed will be ready early in August and all of our orders will be filled from this seed only.

- Bluebird.** For the first time genuine true blue with white bees. Single flowers 2½ inches in diameter. \$2.00 per pkt.
Cameliard. Pure lavender with white bee. \$1.50 per pkt.
Galahad. Pure white. Enormous size. \$1.50 per pkt.
Round Table. A preview of tomorrow's famous Delphinium varieties. All of the undissected crosses are represented in this strain. \$2.00 per pkt.
Collection: 1 pkt. each of the above new introductions, \$8.00 value, for \$7.00.

Recent Introductions of Pacific Hybrids

- Black Knight.** Dark violet with black bees.
Blue Jay. Medium to dark blue. Dark bees.
King Arthur. Rich, royal purple, white bee.
Guinevere. Clear pink-lavender, white bee.
Summer Skies. Heavenly blue with white bee. \$1.25 per pkt.
COLLECTION: 1 each of the 5 Recent Introductions, \$6.25 value, for \$5.00.
COLLECTION: 1 each of all of the above varieties—9 varieties in all—for \$11.00.
Mixture of all standard colors of Delphinium Pacific Hybrids. 75c per pkt.; ¼ oz., \$2.50; oz., \$15.00.

Pacific Hybrid Delphinium in Plants

We offer plants of these famous Pacific Hybrids under color only as a special offer. Strong clumps, \$1.00 each; \$11.00 per dozen, for delivery from September 1st on.

Newer introductions will be available in plants at a later date. Look for our offers.

Other varieties of Delphinium in main list.



Schling's Exhibition Pansies

Sow seed in July and August. We deliver only freshly harvested seed.

EXCLUSIVE!

Schling's Majestic Splendor Pansies—A new series. One of the most masterly achievements in Pansy hybridization. An entirely new color combining a very early blooming quality with long stems, immense blooms, excellent form and substance, valuable for cut flowers and bedding. \$1.00 per pkt.; 6 pkts. \$5.00; 12 pkts. \$9.00.

EXCLUSIVE!

Schling's Canadian Super Giants. Flowers often 12 inches in circumference. Stems 6 to 7 inches long. Truly a marvelous strain of exhibition Pansies. \$2.00 per pkt.; 6 pkts. \$10.00.

SUPER-SWISS GIANTS:

- Alpenglow.** Red and wine shades.
Berna. Deep blue with contrasting deeper blotches.
Lake of Thun. Rich cornflower-blue.
Yellow Master. Pure golden yellow.
Rheingold. Golden yellow; five-blotched.
Mont Blanc. Pure white with beautiful blue eye.
Super-Swiss Giants Mixed.

75c per pkt.;
¼ oz. \$3.50.

COLLECTION: 1 pkt. each of 6 separate colors, \$4.00.

Other Famous Mixtures

- Schling's International Prize.** Pkt. \$1.00; 1/16 oz. \$2.00; ¼ oz. \$3.50.
World Record. Early flowering. Mixed. Pkt. 35c; ¼ oz. \$2.00.
Trimardeau Giant Mixed. Pkt. 15c; ¼ oz. \$2.00; oz. \$6.00.

SCHLING'S BEST ANNUALS for Fall Sowing

Fresh Larkspur Seed is Available in September. Best Sowing Date for Annual Larkspur is Late October and November.

We consider it advisable to list annual seeds that are very satisfactory for fall sowing, hardy annuals whose seed overwinter in the open ground.

The advantage of fall sowing is very marked. As soon as the weather breaks the following spring, the seed will germinate and the seedlings will be very much farther advanced than from spring sowing or from the use of transplanted seedlings.

The best date to sow most of this seed is November 1st to November 15th. If large masses of Petunias are desired, nothing could be more satisfactory than sowing such varieties as Rosy Morn, Rose of Heaven, etc., in the fall.

The same rule applies to Mignonette.

Due to limited listings we offer here only the best of each variety.

- COSMOS—**
Single Sensation, White, Pink, Crimson or Mixed. Pkt., 25c; ¼ oz., \$1.00; oz., \$3.00.

- CENTAUREA CYANUS (Cornflower).**
Blue Boy. The finest and best blue Cornflower. Mauve Queen.
Black Boy. Pinkie.
Red Boy. Snow Man.
All 20c per pkt.; ¼ oz., 75c; oz., \$2.50.

COLLECTION: 1 each of 6 colors, \$1.00.

- Double Cornflower Mixed.** 15c pkt.; ¼ oz., 60c; oz., \$2.00.
BALSAM. Separate colors or mixed. Pkt., 15c; ¼ oz., 50c; ½ oz., 85c; oz., \$1.50.

MIGNONETTE, Sweet Scented. Oz., 40c; ¼ lb., \$1.00.

PETUNIA. We offer a limited selection of varieties that will lend themselves particularly well to fall plantings. Particularly desirable for covering large stretches of ground, banks, terraces, etc.
Rosy Morn Blue Bedder Snow Bedder Flaming Velvet Red
Each, pkt., 35c.

Mixture of selected bedding varieties. Pkt., 15c; ¼ oz., \$1.00; oz., \$2.75.

LARKSPUR. Fresh crop seed ready September 10th.

Imperial Base-Branching King Type. White, coral, blue, rose, lavender and mixed. Each, pkt., 35c; ¼ oz., \$1.00; oz., \$3.00.

COLLECTION: 1 packet each of 5 colors, \$1.50.

SWEET PEAS—
Schling's Famous Collection of Superb Late Spencer Sweet Peas.

1 pkt. each of 12 varieties for \$2.00
 ½ oz. each of 12 varieties for 3.00
 1 oz. each of 12 varieties for 5.00
Separate Colors. 20c per pkt.; 50c per oz.

Superb Spencer Sweet Peas in Mixture. Oz., 30c; ¼ lb., \$1.00; lb., \$2.50.

Early Spencer Sweet Peas, Elite Mixture. Pkt., 20c; oz., 75c; ¼ lb., \$2.50.

Intermediate Sweet Peas. (Novelty.) White, mauve, pink, lavender. Each, pkt., 35c.

COLLECTION: 1 each of the 4 colors, \$1.25.